

EC'd Yes Last Received: 08/14/2012 11:22 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () WATERFRONT STRATEGIES Rep Firm
Advertiser () LCV/SENATE MAJORITY 3050 K ST NW Sales Office () PHILADELPHIA
Product LCV/SENATE MAJ PAC WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1611 Agency C/P1/P2/E 126/133/1611 Salesperson Phone# 215-567-6005
Buyer Spencer Wood Flight Dates 08/16/2012 - 08/29/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

-- CONTRACT COMMENT --

CLIENT: LEAGUE OF CONSERVATION VOTERS & SENATE MAJORIY PAC SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5A-6A	EARLY AM NEWS	:30	\$700.00	08/16-08/17	1	1	1	\$700.00	
	2	TH-F	6A-7A	AM NEWS	:30	\$1,800.00	08/16-08/17	1	1	1	\$1,800.00	
	*3	SU	430A-459A	EARLY TODAY	:30	\$200.00	08/19-08/26	1	2	2	\$400.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	4	SA	6A-7A	WAVY NEWS 10 SATURDAY @ 6AM	:30	\$400.00	08/18-08/25	1	2	2	\$800.00	
				Buyline Comment: UPDATED								
	5	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	08/18-08/25	1	2	2	\$1,600.00	
	6	SA	8A-10A	SATURDAY TODAY SHOW	:30	\$1,200.00	08/18-08/25	2	2	4	\$4,800.00	
	7	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$400.00	08/19-08/26	1	2	2	\$800.00	
	8	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	08/19-08/26	1	2	2	\$1,600.00	
	9	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	08/19-08/26	1	2	2	\$2,400.00	
	10	TH-F	9A-10A	TODAY SHOW 2	:30	\$500.00	08/16-08/17	1	1	1	\$500.00	
	11	TH-F	12P-1P	NOON NEWS	:30	\$250.00	08/16-08/17	2	1	2	\$500.00	
	12	TH-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	08/16-08/17	2	1	2	\$700.00	
	13	TH-F	2P-3P	THE DOCTORS	:30	\$200.00	08/16-08/17	2	1	2	\$400.00	

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Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 126/133/1611
Flight Dates 08/16/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	TH-F	4P-5P	ANDERSON COOPER	:30	\$400.00	08/16-08/17	2	1	2	\$800.00	
	15	M-F	5P-530P	5PM NEWS	:30	\$1,500.00	08/20-08/24	1	1	1	\$1,500.00	
	16	TH-F	530P-6P	530PM NEWS	:30	\$1,500.00	08/16-08/17	1	1	1	\$1,500.00	
	17	TH-F	6P-630P	6PM NEWS	:30	\$1,800.00	08/16-08/17	1	1	1	\$1,800.00	
	18	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	08/18-08/25	1	2	2	\$1,000.00	
	19	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	08/19-08/26	1	2	2	\$1,000.00	
	20	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	08/20-08/24	2	1	2	\$2,400.00	
	21	TH-F	730P-8P	THE INSIDER	:30	\$1,200.00	08/16-08/17	1	1	1	\$1,200.00	
	22	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	08/18-08/25	1	2	2	\$600.00	
	Buyline Comment: UPDATED											
	23	M	8P-9P	FEAR FACTOR	:30	\$1,400.00	08/20-08/27	1	2	2	\$2,800.00	
	24	M	9P-10P	STARS EARN STRIPES	:30	\$1,400.00	08/20-08/27	1	2	2	\$2,800.00	
	25	W	8P-9P	BETTY WHITE/UP ALL NIGHT	:30	\$1,200.00	08/22-08/29	1	2	2	\$2,400.00	
	26	F	8P-9P	WHITNEY/COMMUNITY	:30	\$700.00	08/17-08/24	1	2	2	\$1,400.00	
	28	TH-F	11P-1135P	LATE NEWS	:30	\$1,800.00	08/16-08/17	1	1	1	\$1,800.00	
	29	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$1,800.00	08/18-08/25	1	2	2	\$3,600.00	
	30	SU	11P-1130P	SUNDAY LATE NEWS	:30	\$1,800.00	08/19-08/26	1	2	2	\$3,600.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TH-F	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	08/16-08/17	1	1	1	\$400.00	
	32	SA-SU	12P-7P	2012 US AMATEUR CHAMPIONSHIP	:30	\$250.00	08/18-08/19	2	1	2	\$500.00	
	33	SU	8P-11P	PRE-SEASON NFL	:30	\$2,500.00	08/19-08/19	2	1	2	\$5,000.00	
	34	M-F	5A-6A	EARLY AM NEWS	:30	\$700.00	08/20-08/24	4	1	4	\$2,800.00	
	35	M-W	5A-6A	EARLY AM NEWS	:30	\$700.00	08/27-08/29	1	1	1	\$700.00	
	36	M-F	6A-7A	AM NEWS	:30	\$1,800.00	08/20-08/24	2	1	2	\$3,600.00	
	37	M-W	6A-7A	AM NEWS	:30	\$1,800.00	08/27-08/29	1	1	1	\$1,800.00	
	38	M-F	9A-10A	TODAY SHOW 2	:30	\$500.00	08/20-08/24	4	1	4	\$2,000.00	
	39	M-W	9A-10A	TODAY SHOW 2	:30	\$500.00	08/27-08/29	1	1	1	\$500.00	
	40	M-F	12P-1P	NOON NEWS	:30	\$250.00	08/20-08/24	5	1	5	\$1,250.00	
	41	M-W	12P-1P	NOON NEWS	:30	\$250.00	08/27-08/29	3	1	3	\$750.00	
	42	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	08/20-08/24	6	1	6	\$2,100.00	
	43	M-W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	08/27-08/29	3	1	3	\$1,050.00	
	44	M-F	2P-3P	THE DOCTORS	:30	\$200.00	08/20-08/24	5	1	5	\$1,000.00	
	45	M-W	2P-3P	THE DOCTORS	:30	\$200.00	08/27-08/29	3	1	3	\$600.00	
	46	M-F	4P-5P	ANDERSON COOPER	:30	\$400.00	08/20-08/24	5	1	5	\$2,000.00	

Rep Order# 6841676 Ver# 3 Status Revised Traffic Order# Printed: 08/14/2012 1:10 PM 4 of 5

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Showing Buylines: All Lines

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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	47	M-W	4P-5P	ANDERSON COOPER	:30	\$400.00	08/27-08/29	3	1	3	\$1,200.00	
	48	M-W	5P-530P	5PM NEWS	:30	\$1,500.00	08/27-08/29	1	1	1	\$1,500.00	
	49	M-F	530P-6P	530PM NEWS	:30	\$1,500.00	08/20-08/24	1	1	1	\$1,500.00	
	50	M-F	6P-630P	6PM NEWS	:30	\$1,800.00	08/20-08/24	2	1	2	\$3,600.00	
	51	M-W	6P-630P	6PM NEWS	:30	\$1,800.00	08/27-08/29	1	1	1	\$1,800.00	
	52	M-W	730P-8P	THE INSIDER	:30	\$1,200.00	08/27-08/29	1	1	1	\$1,200.00	
	53	M-F	11P-1135P	LATE NEWS	:30	\$1,800.00	08/20-08/24	2	1	2	\$3,600.00	
	54	M-W	11P-1135P	LATE NEWS	:30	\$1,800.00	08/27-08/29	1	1	1	\$1,800.00	
	55	M-F	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	08/20-08/24	4	1	4	\$1,600.00	
	56	M-W	1135P-1235A	THE TONIGHT SHOW	:30	\$400.00	08/27-08/29	1	1	1	\$400.00	
	*57	M-W	430A-459A	EARLY TODAY	:30	\$200.00	08/20-08/29	3	2	6	\$1,200.00	
	Sales Remark: V3 .											
	V3 Added											

---REPORT TOTALS---

Report Totals: 123 / \$92,650.00

---SALES MONTHLY TOTALS---

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Fax#

Aug 12: 97 / \$74,750.00 Sep 12: 26 / \$17,900.00

Sales Totals: 123 / \$92,650.00
Station Totals: 123 / \$92,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$220,595	CATV 0%	WAVY 42%	WGNT 4%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 6%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE